



## Unicenter® Service Management



# Managing the Business of IT

Traditionally, a purely technological view of IT has created a divergence between the goals of IT and the rest of the business. Today, optimizing the value of IT investments and establishing a mutually beneficial partnership between IT and the business it supports is critical for organizations that rely on technology to sustain a competitive advantage.

Organizations must manage the business of IT by providing resources and capabilities as a service to customers, partners and employees. This requires identifying the IT services that contribute to business goals, the service levels required to meet those goals, the costs of delivering the services, the business impact of a problem with those services and the ownership of assets required to deliver the services. Only then can an IT organization transform from a cost center to a strategic partner that contributes to the bottom line.

The Unicenter® Service Management solution from Computer Associates International, Inc. (CA) helps organizations manage the business of IT. IT offerings can be appropriately defined as services to be automatically delivered, measured, supported and priced based on individual or group usage, while streamlining costs. Based on integrated Unicenter® technologies with an open architecture, Unicenter Service Management offers a complete solution for managing IT services and assets.

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## Offering True Service Management Expertise

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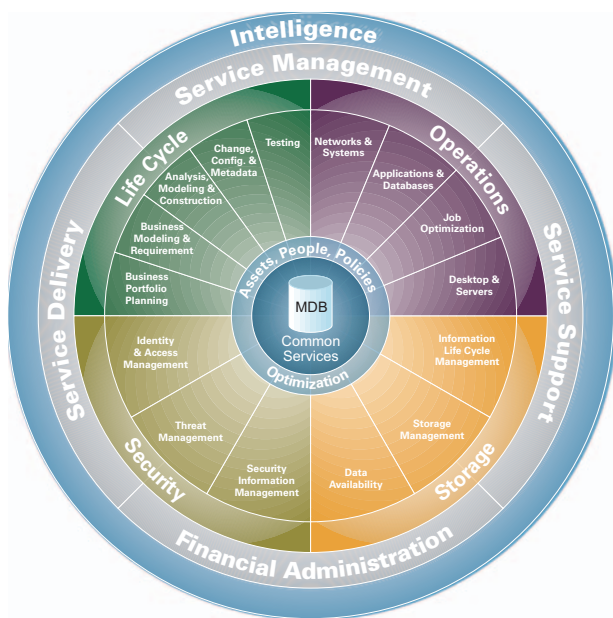
More than ever, organizations are placing high demands on IT resources to adapt to changing conditions. At the same time, new regulations and technological innovations complicate the operational environment for IT managers forced to control or lower costs.

Managing IT as a business and delivering the right level of service to customers, partners and employees is critical to meeting their demands in a cost- and resource-effective manner. Optimization of IT management requires changes in an organization, its processes and technology. While best practices, such as those recommended by IT

Infrastructure Library (ITIL), aid significantly in establishing processes for managing IT services, there are other critical aspects to any service management initiative.

As a management software expert for more than 28 years, CA recognizes that to achieve the above goals one has to look at overall enterprise infrastructure management. Your business service is only as available as the server upon which it resides and the network that supports it. It's only as secure as the systems that control access to it. It's as reliable as the applications used to create and modify it.

Our vision is that currently distinct disciplines — operations, storage, security and life cycle management — should be integrated tightly to optimize the performance, reliability and efficiency of enterprise IT environments. By designing our products to interact with each other, leveraging common services (that is, software components that perform reusable functions across multiple applications), and developing a central management database that will provide a unified view of virtually all aspects of the enterprise and how they relate to business activities and needs, we have laid the foundation for a truly business-centric IT organization.



Unicenter Service Management leverages CA's strength across all areas of enterprise infrastructure management.

With comprehensive, cross-disciplinary information at their fingertips, IT organizations will be able to fully understand how all IT resources are being used across their organizations, offer services tailored specifically to meet the needs of individual departments and even provide executives with feedback about exactly how IT costs are being incurred. All of this enables managers to make better decisions about how to direct business activities and assets. In essence, that is the goal of true service management — business alignment and financial administration.



## Business Alignment

Alignment of IT with business priorities is not merely a change in mind-set; IT organizations must understand and talk in terms of service to the business. This is accomplished by sharing a common language and directly tying the delivery of services and service level agreement (SLA) contracts to business processes, allowing for greater flexibility. The delivery of IT services to business users in the time frame and manner in which they need them is critical to proper service management. Customers, partners and employees require guaranteed levels of service with in-depth, associated support options.

Business alignment also demands a service delivery and support infrastructure that understands the business impact of IT operations. To gain this insight, integrated service level monitoring and support need to provide the committed service levels that business users require.

Alignment of IT with the business also enables more efficient support, as IT organizations can prioritize activities in response to the impact on the business.

## Financial Administration

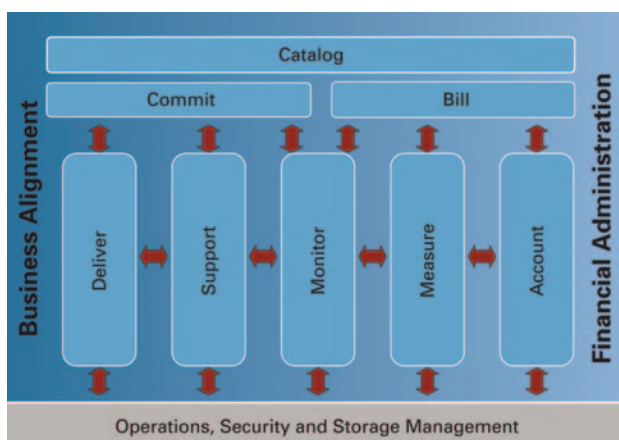
Having IT aligned with business, although necessary, is not the total solution. The IT organization must also optimize an organization's capital. If IT organizations were simply aligned with the business, end users would demand ever-increasing levels of service, incurring greater costs. Management of IT as a business requires IT financial management to optimize the use of IT resources and to achieve regulatory compliance.

Financial administration of IT includes processes such as identifying the costs of the services delivered to business units and end users, measuring the services delivered and billing for the services used. Simultaneously, assets involved in IT service delivery must be managed from a financial standpoint to guarantee the availability of services that scale with demand and are compliant with vendor and legal agreements. Financial asset management allows IT organizations to monitor vendor contracts and software licensing, manage financial complexities and track the life cycle of assets, including, for example, the disposal of toxic equipment regulated by the Environmental Protection Agency.

Greater insight into the costs of maintaining services and assets, and visibility of these to business units, leads to accurate budgeting and forecasting, as well as greater credibility with business units, partners and senior management.

“To run IT as a business, it is imperative to quantify the utilization of technology services in financial terms. CA is addressing this critical issue as part of a total service management solution that enables optimized alignment of IT decision making with business drivers.”

—John Holden, Research Analyst at Butler Group



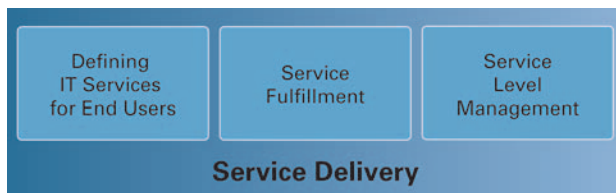
CA has the solution for effective service management.

## CA's Service Management Solution

Unicenter Service Management helps businesses integrate the two key goals of alignment of IT to business and financial administration of IT assets and services by enabling all of the processes essential to manage the business of IT.

### Service Delivery

Service delivery is the strategic view of the IT organization to better manage IT resources for enhanced visibility to the lines of business. It includes activities such as defining the services that meet the requirements of business units, committing to delivering those services as per SLAs and monitoring them to help ensure quality.



- Defining IT Services for End Users** — As the primary interface with IT customers (end users), the catalog simplifies administration and access to IT services by defining services that meet the requirements of business customers. It displays a customizable list of available services described in business terms with clear attributes — such as committed quality and service levels, associated pricing and rate plans (if applicable). It automates service requests through self-subscriptions by users and customers, and provides a unique channel through which IT can demonstrate value and improve credibility with the rest of the organization while enhancing its own operational efficiency.
- Service Fulfillment** — The goal of the delivery part of the Unicenter Service Management solution is to automate the business processes associated with the delivery of services. By eliminating inefficient and error-prone manual steps from initial approval of a request to the ultimate delivery of the IT service, this tool provides greater scalability, improved reliability and shorter deployment times, while freeing up valuable IT resources and helping to lower costs. It also embeds corporate policies and best practices such as ITIL to optimize IT governance and regulatory compliance.
- Service Level Management** — Once customers have selected the IT services they need, the service level management solution helps define and formalize the relationship between supplier and user by providing full life cycle management of SLAs. The solution looks at service levels from both a business and infrastructure perspective. Going beyond traditional service performance metrics, this overall solution aligns IT with business by translating IT metrics and service level objectives into service contracts with internal and external business units. Real-time monitoring provides advanced notification of potential SLA violations before they actually occur, thereby enabling IT to avoid penalties and significantly improve end-user service levels. Extensive reporting capabilities provide analyses of service levels and utilization that aid both business and IT users in capacity planning, service administration and performance tracking.

“The robustness of the Unicenter® ServicePlus Service Desk solution and its flexibility have been essential to keep the high level of service that we give to customers, allowing us to incorporate some entities in the application at the same time that we can control all assets.”

—Júlio Gonçalves, CEO, e-Chiron Gestão de Aplicações de Software, SA

## Service Support

As IT organizations commit to deliver specific levels of performance, the support of services becomes ever more important to satisfy SLAs. Furthermore, new services and technologies, and corporate mergers and acquisitions, foster increasingly complex infrastructures populated by multiple solution support silos. This makes it virtually impossible to support the infrastructure in the context of its business impact. For this reason, CA's Unicenter® ServicePlus family of solutions provides out-of-the-box self-management and centralized control that increase analyst productivity, automate service support and integrate the service desk with virtually all other aspects of enterprise infrastructure management.



- **Incident, Problem and Change Management —**

Unicenter® Service Support includes a comprehensive, value-added enterprise service desk solution that manages virtually every aspect of your organization's service and support requirements. Integration with CA's security, software delivery, asset management and systems management solutions offers an end-to-end process view from incident capture to problem resolution. This truly builds service automation in the infrastructure, helping increase first-call resolution, enabling configuration management and fostering real-time response to issues. The Unicenter Service Support solution optimizes analyst resources through automatic prioritization of escalations based on SLAs, and automatic assignment and load balancing of analysts. Web interfaces and wireless connectivity further enhance analyst productivity by allowing more remote resolution capabilities.

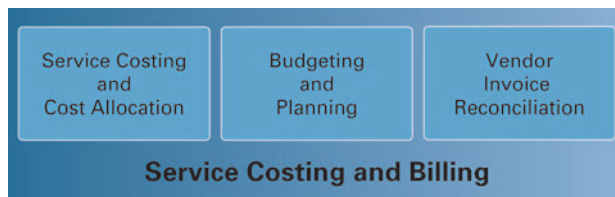
- **Knowledge Management and Self-Service —** The Unicenter Service Support solution enables support organizations to increase first-call resolution and deliver consistent quality of service by leveraging knowledge life cycle management functionality. Self-service features such as self-initiated password reset (through eTrust™ technology), web-based service desk interface and a consolidated knowledge base reduce the need for analyst assistance and help lower support costs. “Service aware” technology, a unique feature of CA's Unicenter Service Management solution, automates notifications and escalations created in response to potential SLA violations.
- **Business Impact Analysis —** Aligning IT to the business requires that organizations understand the impact that changes and issues will have on a business process. This is also critical from a governance perspective. The Unicenter Service Support solution has the unique ability to take in the operational definitions of business processes from network and systems management, and show the impact of an incident or a change on those processes.

## Financial Administration

**Service Costing and Billing —** One way to respond to the demands of increasing IT services is through increased efficiency. However, increasing efficiency is only half the battle. To truly optimize the business value returned by every IT dollar, IT must also manage, measure and control the utilization of its services. After all, when end users burn up IT service capacity in ways that don't return value, the result is waste—regardless of how efficiently IT may be operating. The goal of a service costing and billing solution is more efficient usage of IT services. If business units are charged for their consumption of IT services in an accurate and fair manner, they will optimize their usage according to their needs, rather than merely requesting the highest service levels possible.

“The Unicenter Service Management solution has helped us align IT service levels to business priorities and understand the impact of infrastructure elements to business processes. This has enabled us to provide higher service levels to our employees and external customers, while containing costs.”

—Steve Swallow, Services Solution Architect, Fujitsu New Zealand Limited



- **Service Costing and Cost Allocation** — Utilizing actual usage data, the service costing and billing solution enables organizations to bill business units automatically for their proportion of service usage. Cost data collected from financial systems, third parties and asset management systems can be allocated by any level of granularity, including user, logical group, department and line of business. With support for flexible rate plans, IT can charge for services delivered using multiple allocation methods, such as flat rate, time-based, actual usage-based and so on. The resulting cost allocation is equitable and actionable, leading to higher end-user satisfaction and IT resource demand in line with the needs of the business.
- **Budgeting and Planning** — The reporting and forecasting capabilities in CA's solution provide a robust foundation for all budgeting or planning activities. Accurate costs and usage information lead to more predictable budgets and better forecasts of future resources. Real-time reporting and trending analyses enable proactive management of performance against budgets due to detailed views of deviations in costs and usage.
- **Vendor Invoice Reconciliation** — Equally important to service costing and optimization is a solution for invoice reconciliation. CA's solution tracks the performance and actual usage of external IT resources — from network bandwidth to service calls — to help ensure the accurate billing of services. Shadow billing of vendors provides an internal invoice of vendor services to be reconciled against actual charges. Integrated with service level management technology, it can adjust for contractual penalties of SLA violations or overusage.

## Financial Asset Management

Financial asset management helps minimize the cost of creating and maintaining an IT service infrastructure. Increasing complexity of licensing terms, velocity of change in the IT environment and regulatory burdens require management of IT assets in light of broader business goals. The Financial Asset Management component of Unicenter Service Management manages the life cycle of IT assets from planning and requisition to retirement and disposal, giving IT the capability to reduce the “real” costs of IT.



- **Vendor and Contract Management** — Organizations can now enforce the terms and conditions that vendors have agreed to in the contract. They also gain negotiation power by consolidating the entire relationship with the vendor. By tracking and managing all aspects of their contracts, vendors, and negotiations, including critical contract dates, terms and conditions, they have a complete legal understanding of their asset base.
- **Financial Management** — Financial management helps organizations to leverage their existing investments, avoid overpurchasing and avoid overpaying for assets they already own. In addition, they can track and categorize all costs associated with the asset base to help analyze the financial impact of these assets, and aid in invoice reconciliation, budgeting and forecasting. Asset impact analysis allows organizations to forecast the effect of changes in the asset base on service levels and costs.



"The combination of CA's Unicenter Service Management and ITIL best practices has proven to be extremely effective for optimizing both our performance and cost efficiency. The integration of Unicenter ServicePlus Service Desk, Unicenter® Argis Portfolio Asset Management and Unicenter® Network and Systems Management has been particularly fruitful as we have sought to reduce the time and effort to go from problem discovery to problem resolution."

—Guido Hamböcker, IT Technical Engineer, AXA Technology

- **Software License Management** — Organizations can track all the details of every software license by which they are governed. To help ensure compliance with software license agreements and avoid noncompliance fines, users can compare the license data with discovery software license usage. This helps organizations to ensure full software compliance in case of an audit and save significant dollars by avoiding over use and over purchasing of software licenses.

As corporate boards demand accountability and force IT to be run as a business, CA provides the Unicenter Service Management solution to align IT activities with current strategic business initiatives, thereby making the most of existing investments and avoiding cost redundancies.

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### CA Technology Services™: Enabling Service Management

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CA Technology Services is dedicated to partnering with customers to provide the technical expertise they need to align IT with business priorities. CA Technology Services is fully committed to enabling organizations to adopt well-functioning service management practices.

Through CA Technology Services and its partners, customers can access a full range of service offerings delivered through a single point of contact, including business assistance, maturity assessment processes, organization design and implementation, infrastructure optimization and education. For example, the deliverable of an assessment is a detailed road map that will outline an actionable plan, allowing for a phased implementation. CA Technology Services offers in-depth expertise and knowledge of best practices and tools from seasoned, ITIL-certified consultants who draw upon CA's more than 28 years of management software experience.

#### About CA

Computer Associates International, Inc. (NYSE:CA), the world's largest management software company, delivers software and services across operations, security, storage, life cycle and service management to optimize the performance, reliability and efficiency of enterprise IT environments. For more information, please visit [ca.com](http://ca.com).

**For more information, call 1-888-864-2368  
or visit [ca.com](http://ca.com)**

